

### Workshop/Event Fees:

All workshops/events are **FREE for KIIC Members** - If you are not a KIIC Member, see applicable fees (and some events are free for you, too)! If you choose to become a KIIC Member within 7 days of attending a workshop paid for at a non-member price, you can apply that workshop/event fee to your membership fee – save some \$\$!

### Workshop/Event Locations:

All workshops/events are held at the **Keshet Center for the Arts unless otherwise noted**

Thursday, August 3 / 11am-12:30pm / FREE  
**KIIC Public Arts Panel**

In partnership with the City of Albuquerque Public Art Urban Enhancement Division, and the Bernalillo County Public Art Program, join a discussion about public art in the Albuquerque area and beyond. Learn about public art in general, public art programs and collections, how public artists work, and how to get involved in the field of public art. Topics include; what qualifies as public art, where the funding for public art comes from, the difference between an RFQ and an RFP (and how to respond to each), and what public art selection committees look for when reviewing proposals.

Monday, August 28 / 4:30-5:30pm /  
Free for Members/Non-members:\$15  
**Mentorship Monday**

Bring your questions, concerns, ideas and talk to mentors in the arts business field!

Monday, August 28 / 5:30-6:30pm / FREE  
**KIIC Mixer/Happy Hour**

Come enjoy some nibbles and drinks and get to know other artists and arts entrepreneurs in your community!

September 13 / 11am-12:30pm /  
Free for Members/Non-members:\$25  
**KIIC Arts Business Workshop:  
Branding Yourself vs Branding Your Business**

What is the difference between your personal brand and branding your arts business? How does brand lay the foundation for your marketing? Dovyia Friedman, Director of Utility Agency, brings over 20-years of experience in branding and marketing communications, to strategic brand integration for growth companies. Her history includes multidisciplinary work in publishing, public relations, advertising, social media, online presence development and business development. She is a graduate of New York University, Tisch School of the Arts. Dovyia's work has been recognized by both the PRSA and AdFed.

Monday, September 25 / 4:30-5:30pm /  
Free for Members/ Non-members:\$15  
**Mentorship Monday**

Bring your questions, concerns, ideas and talk to mentors in the arts business field!

Monday, September 25/ 5:30-6:30pm / FREE  
**KIIC Mixer/Happy Hour**

Come enjoy some nibbles and drinks and get to know other artists and arts entrepreneurs in your community!

These KIIC Workshops are sponsored by Los Alamos National Bank!  
Thank you Los Alamos National Bank for your support of arts entrepreneurs in our community!



Creating a better way.

*The Keshet Ideas and Innovation Community (KIIC) supports and strengthens arts entrepreneurs on their path of sustainability, championing the value of the artist and the arts economy, by equipping creative industry businesses with the tools for success. KIIC creates and shares networks of business resources, convenes industry expertise and provides mentorship to develop the full potential of the New Mexico arts entrepreneur to create jobs in the arts. For more information, email [Kiic@KeshetArts.org](mailto:Kiic@KeshetArts.org)*